EXHIBIT B

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Before presenting a description for each claim, it may be useful to revisit the overall architecture of the system and how it works.

This method and the underlying technology allow

① To gather and collect all the information in regard to each user's actions and behaviors on Web sites at each client site rather than on a specific Web site.
② To aggregate and store all the collected data in a central database.
③ To exploit the data stored in the database to provide each user with "expert" as he uses the browser.

① Client side monitoring
Because the information is collected at each client rather that at server site, the collection can be done through out the Internet as opposed to each specific server site. The normal use information collection is done at each server location for that site specifically. Furthermore, the collected data are kept by the site owner and cannot be utilized (unless they make that data available for someone else for fee.)

② Aggregation
The data can be collected from multiple data sources; i.e.; multiple user browsers. All the collected data are aggregated and stored in a fashion for easy retreival.

③ Exploitation
The collected and stored data are used by selecting and filtering them for the user to retrieve useful information. The selection and filtering engine can be tailored so that this invention can be customized for particular market segments, and demographics.

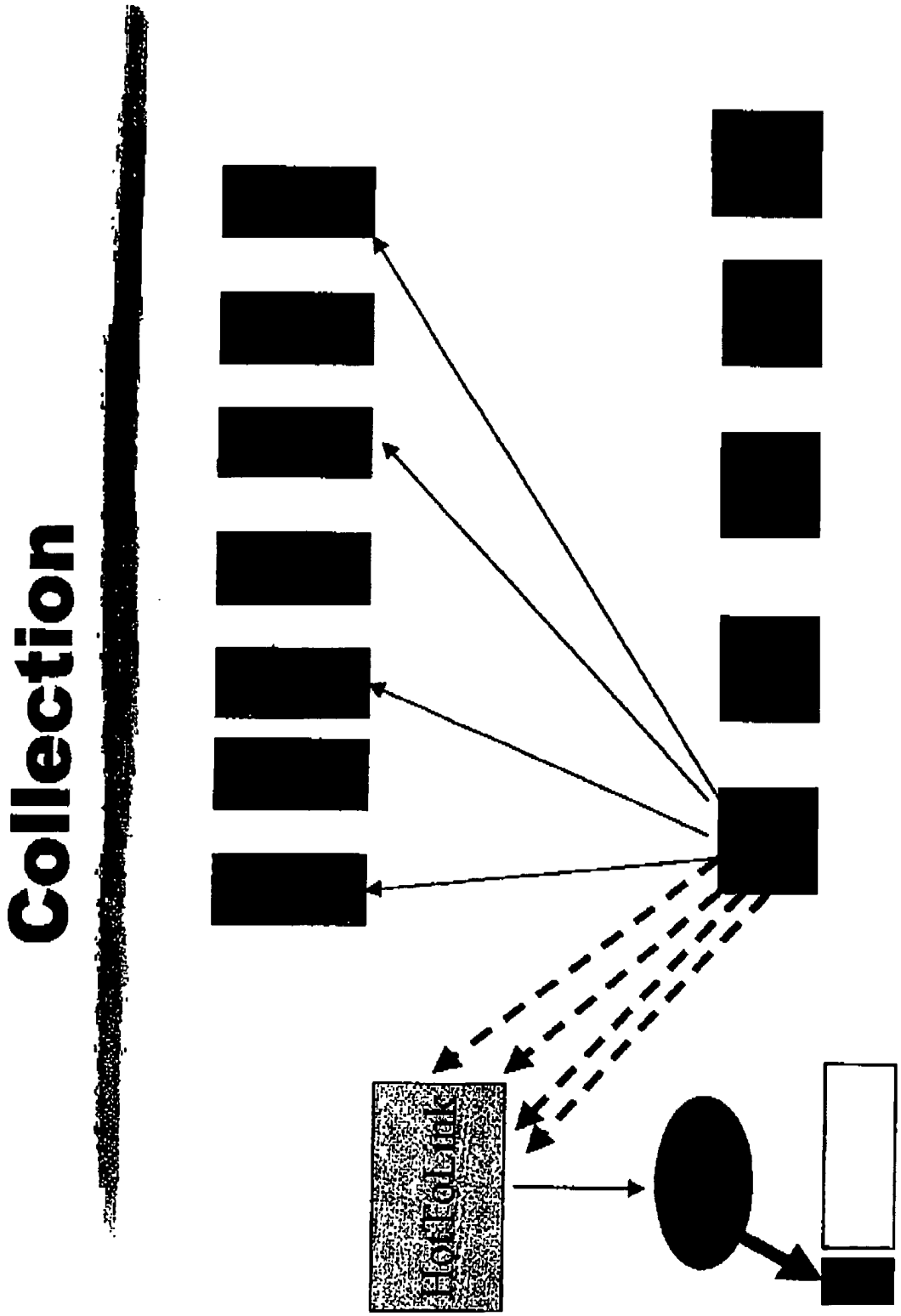
3 Basic Elements of the Invention

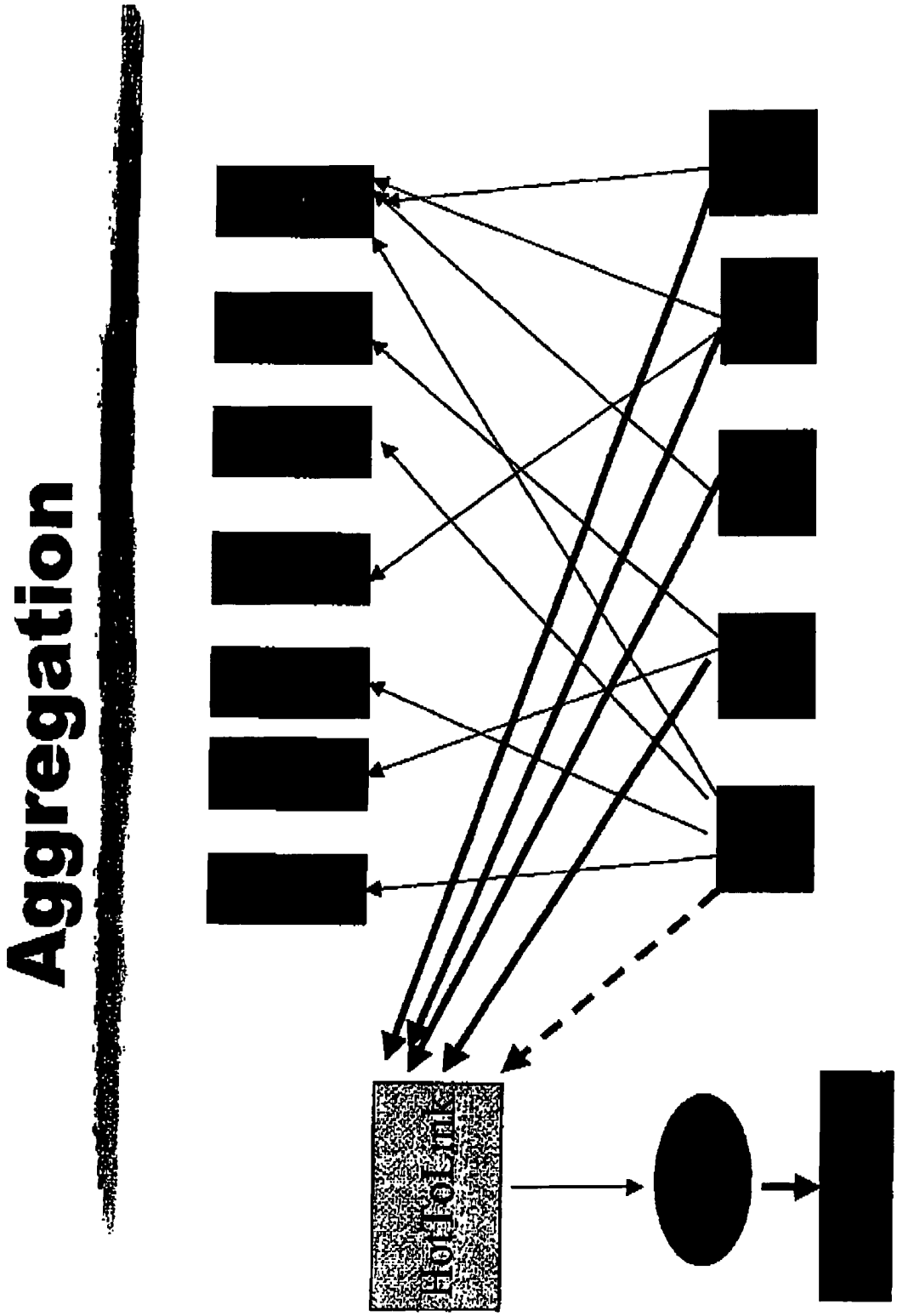
- Collection of data
- Aggregation of data
- Exploitation of data

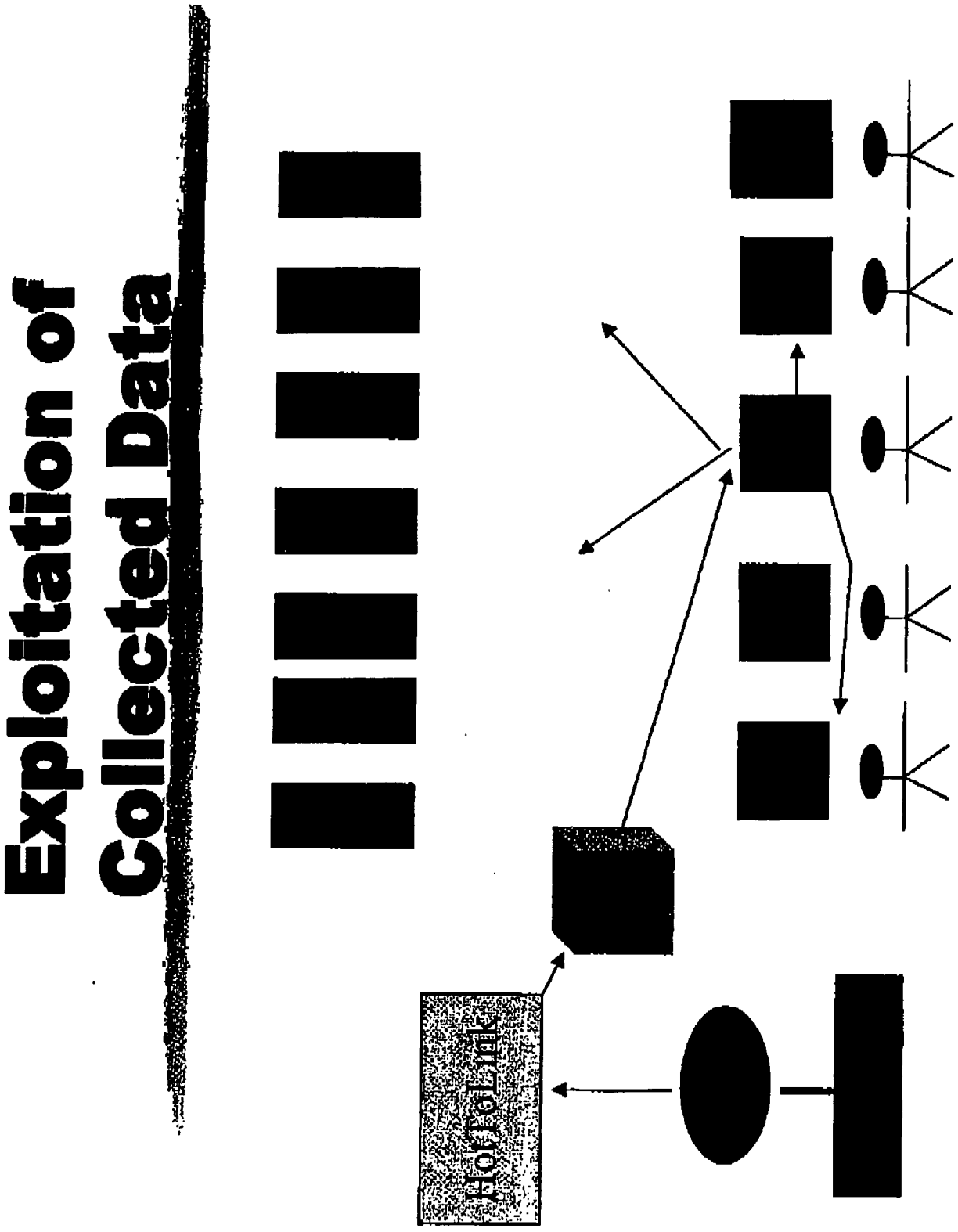
3 Elements

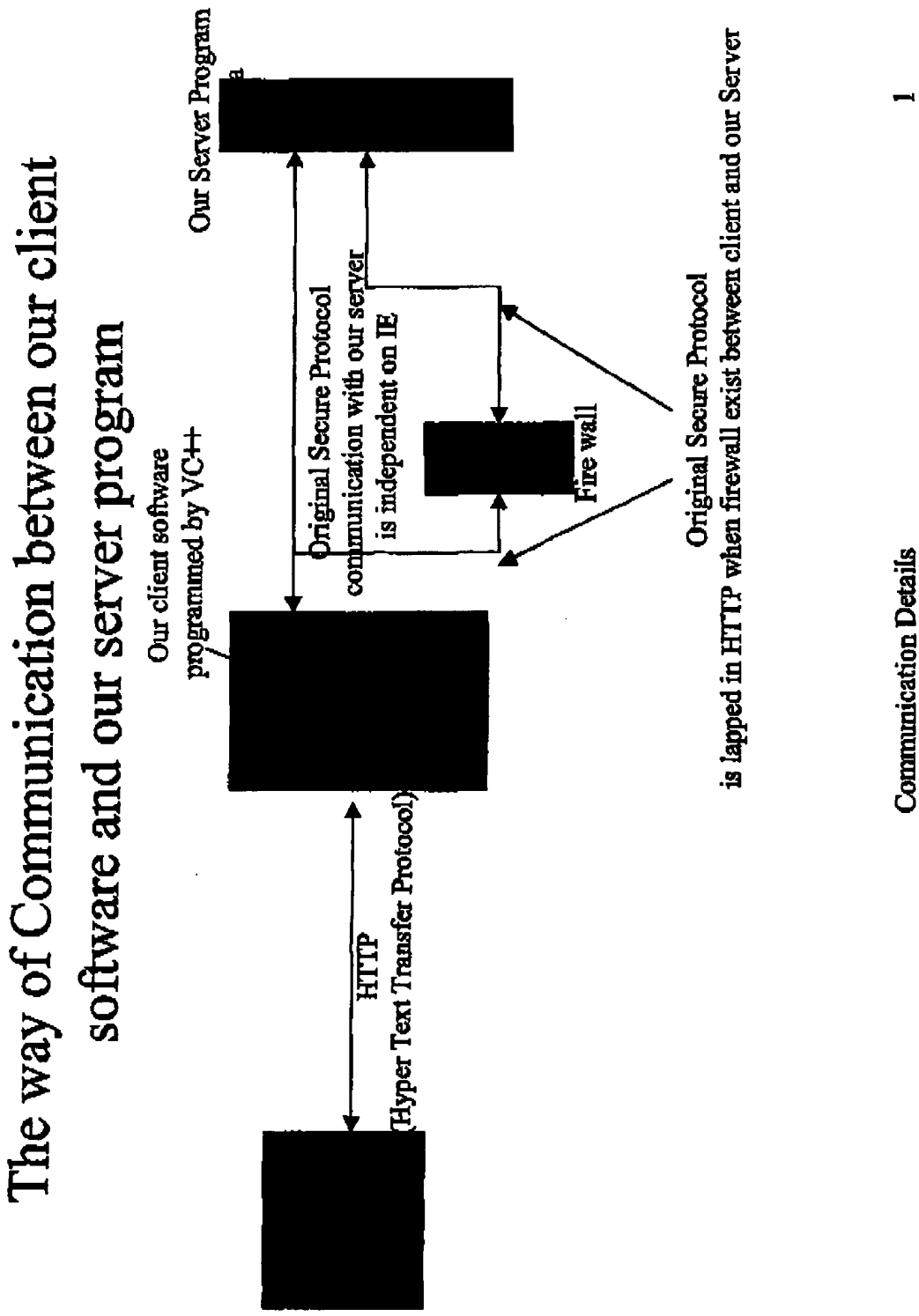
- Collect and gather use data, opinion data and other useful data explicitly by voting and implicitly from each browser.
- Aggregate data by combining collected data from multiple sources and deposit them in a central database.
- Exploit the stored for each user to use.

PAGE 67/82 * RCVD AT 2/6/2006 7:13:18 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-6/30 * DNIS:2738300 * CSID:650 625 8110 * DURATION (mm-ss):32-20


Collection
Front End Link


Aggregation
Profile


Exploitation of Collected Data
Hot Topic


The way of Communication between our client software and our server program
Our Server Program
Our client software programmed by VC++
Original Secure Protocol communication with our server is independent on IE
Fire wall
Original Secure Protocol is lapped in HTTP when firewall exist between client and our Server
HTTP (Hyper Text Transfer Protocol)
Communication Details
1

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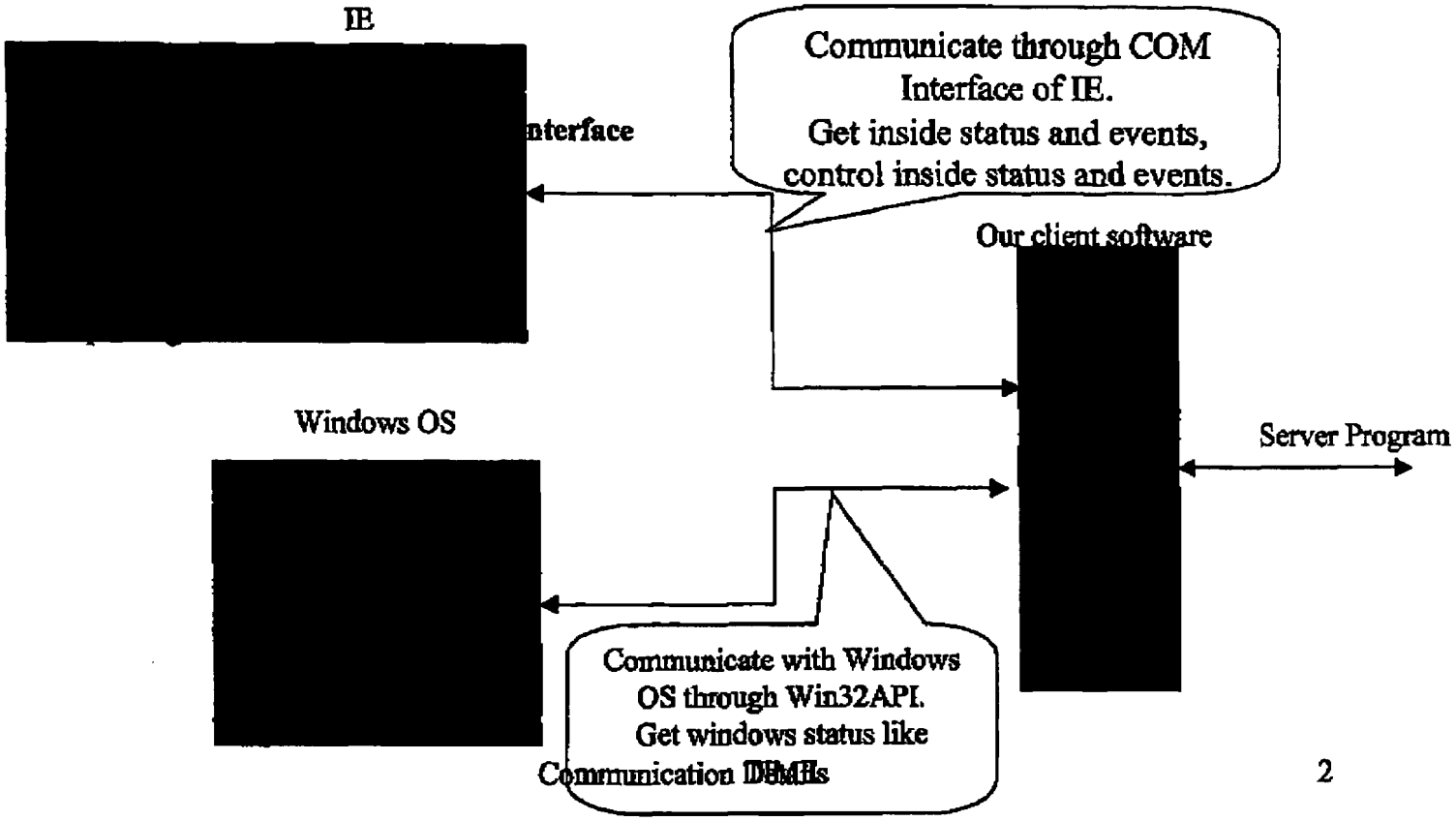
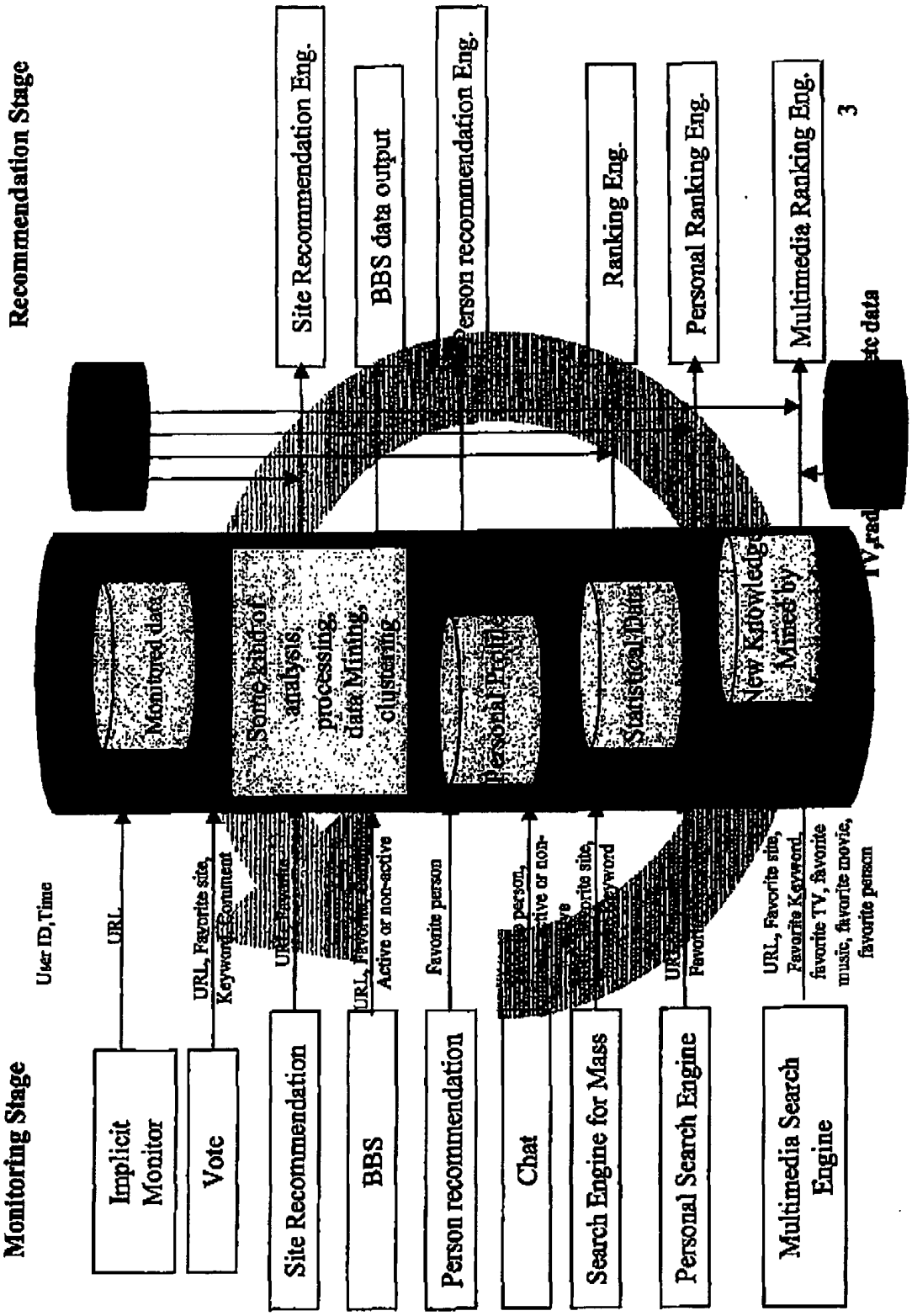
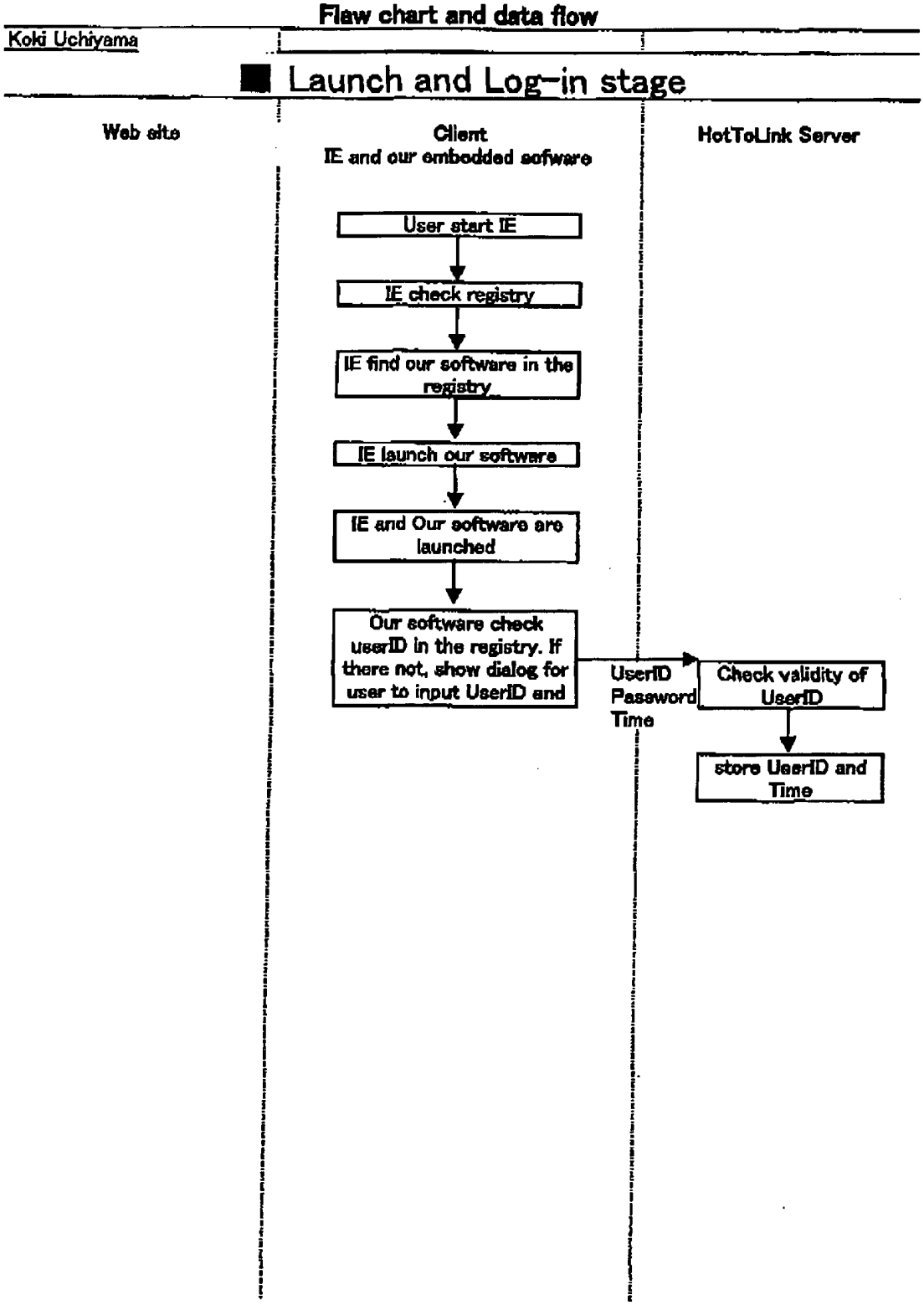
The way of Communication between our client software, IE and windowsOS

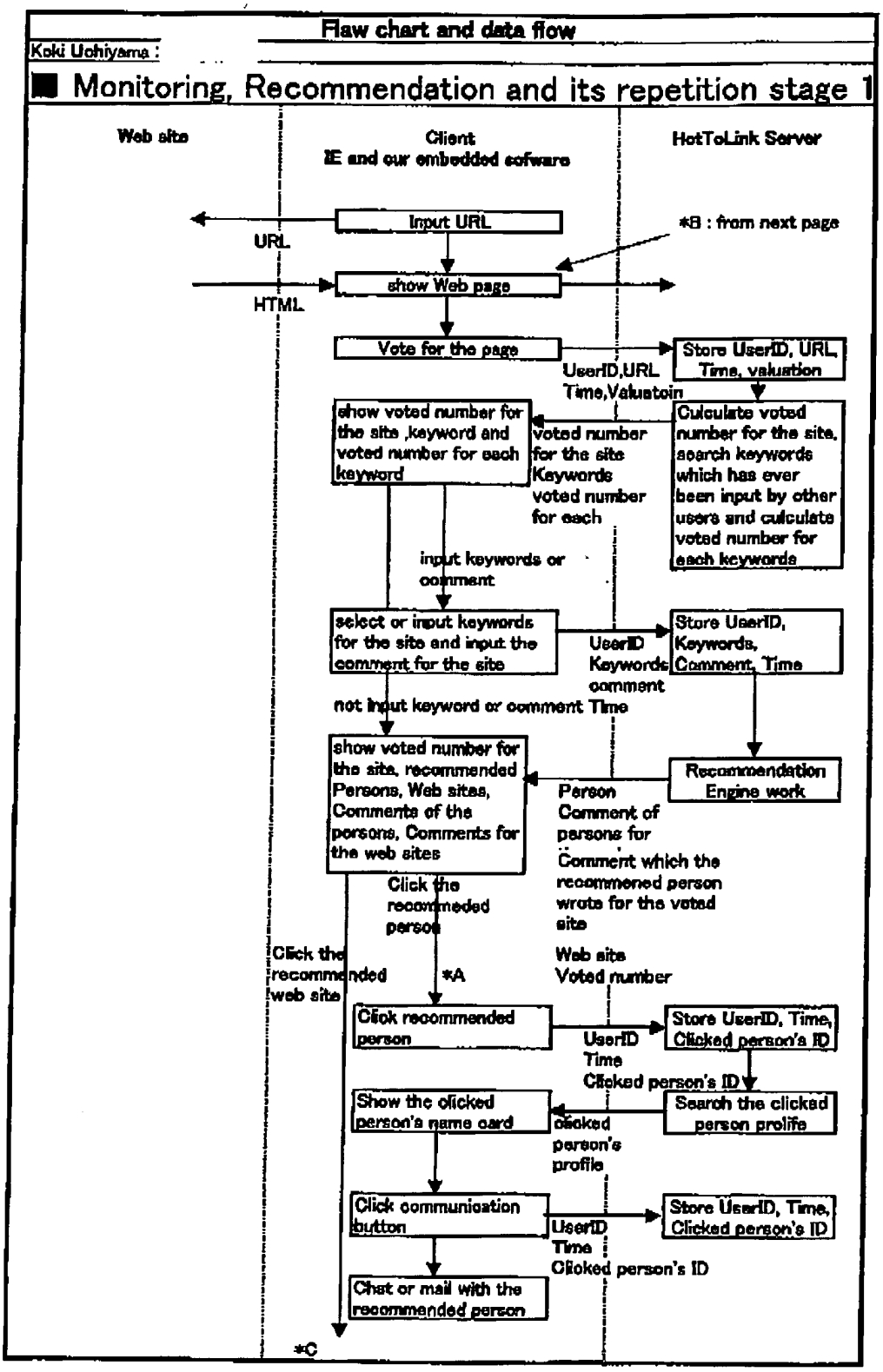
IE implement the COM interface through which outer program carry out IE's command or refer to inside status and inside variables. Our software get those information through COM interface of IE



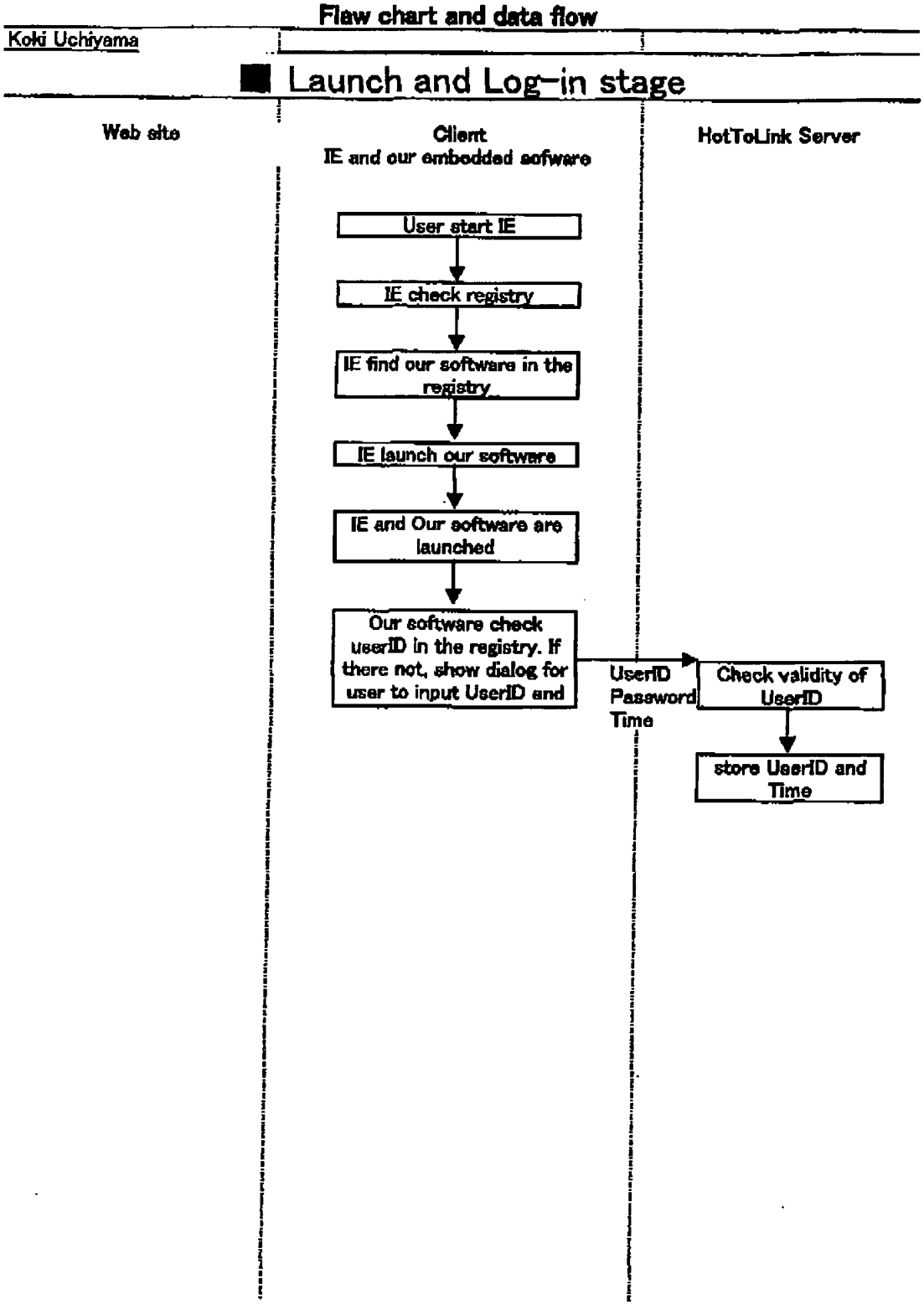
Monitoring and Recommendation and its repetition

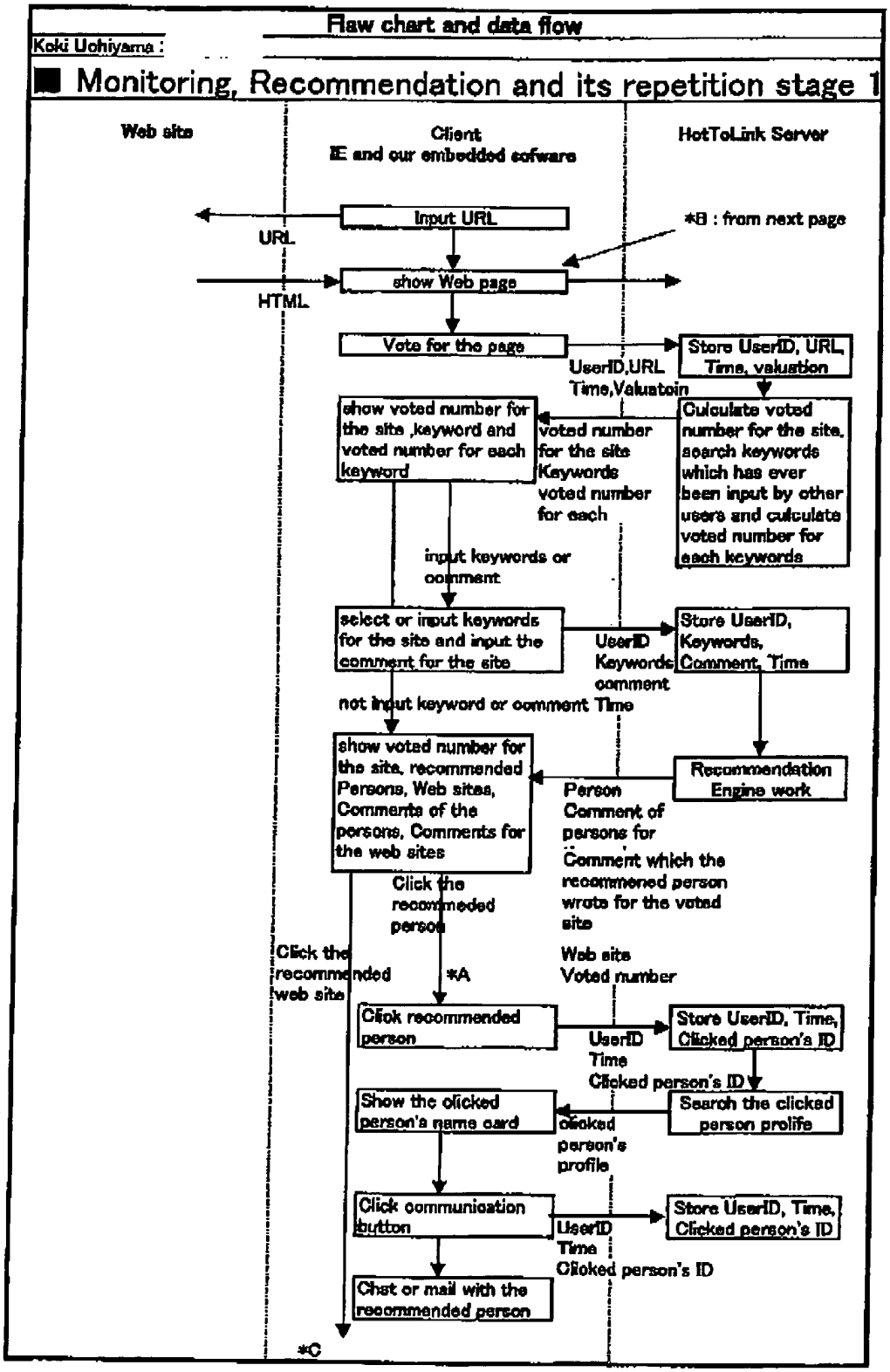



Flow chart and data flow
Koki Uchiyama
Launch and Log-in stage
Web site
Client
IE and our embedded sofware
HotToLink Server
User start IE
IE check registry
IE find our software in the registry
IE launch our software
IE and Our software are launched
Our software check userID in the registry. If there not, show dialog for user to input UserID and
UserID
Paseword
Time
Check validity of UserID
store UserID and Time

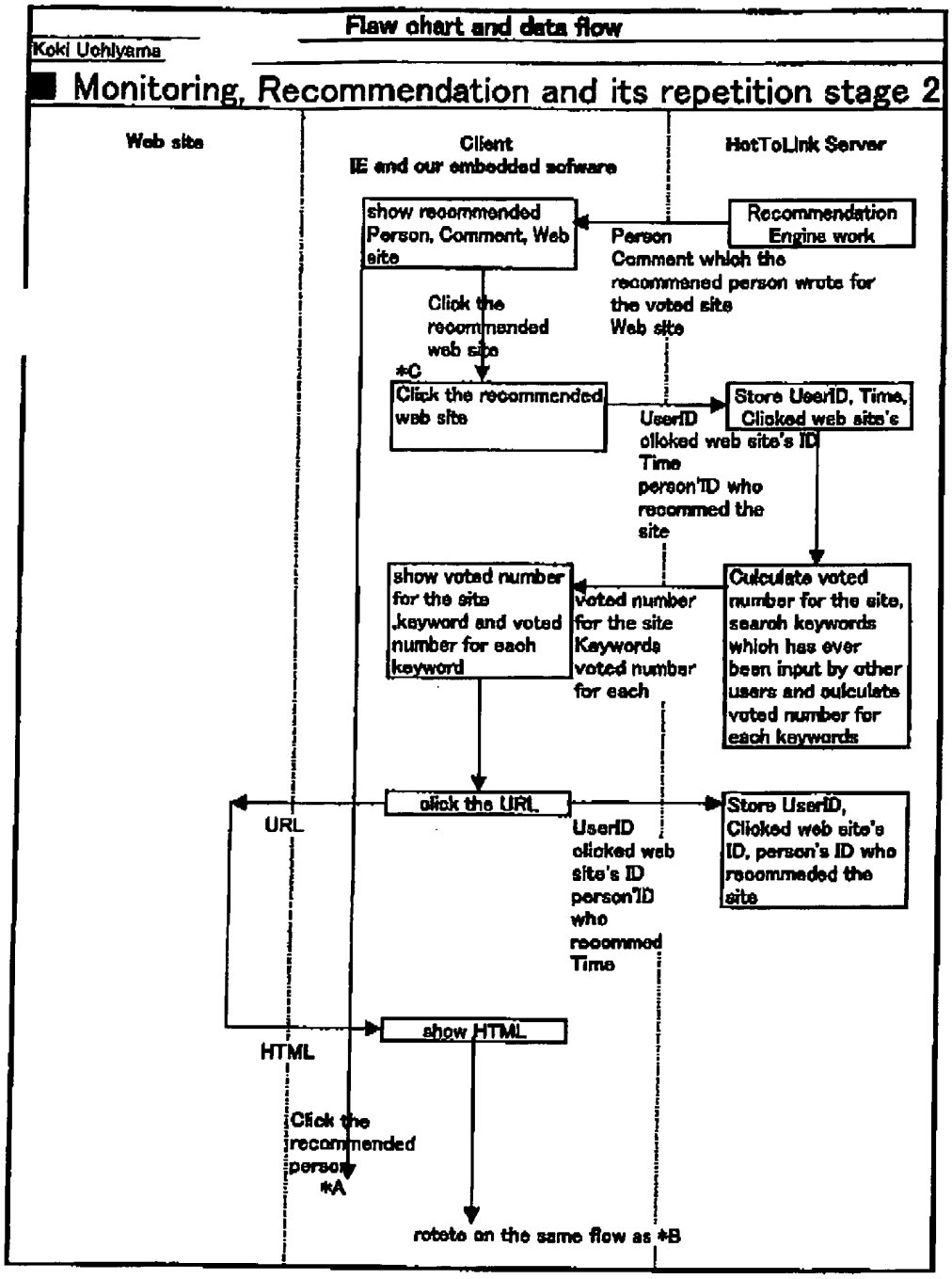


software flow chart.xlsMonitor,Recomm, repetition2

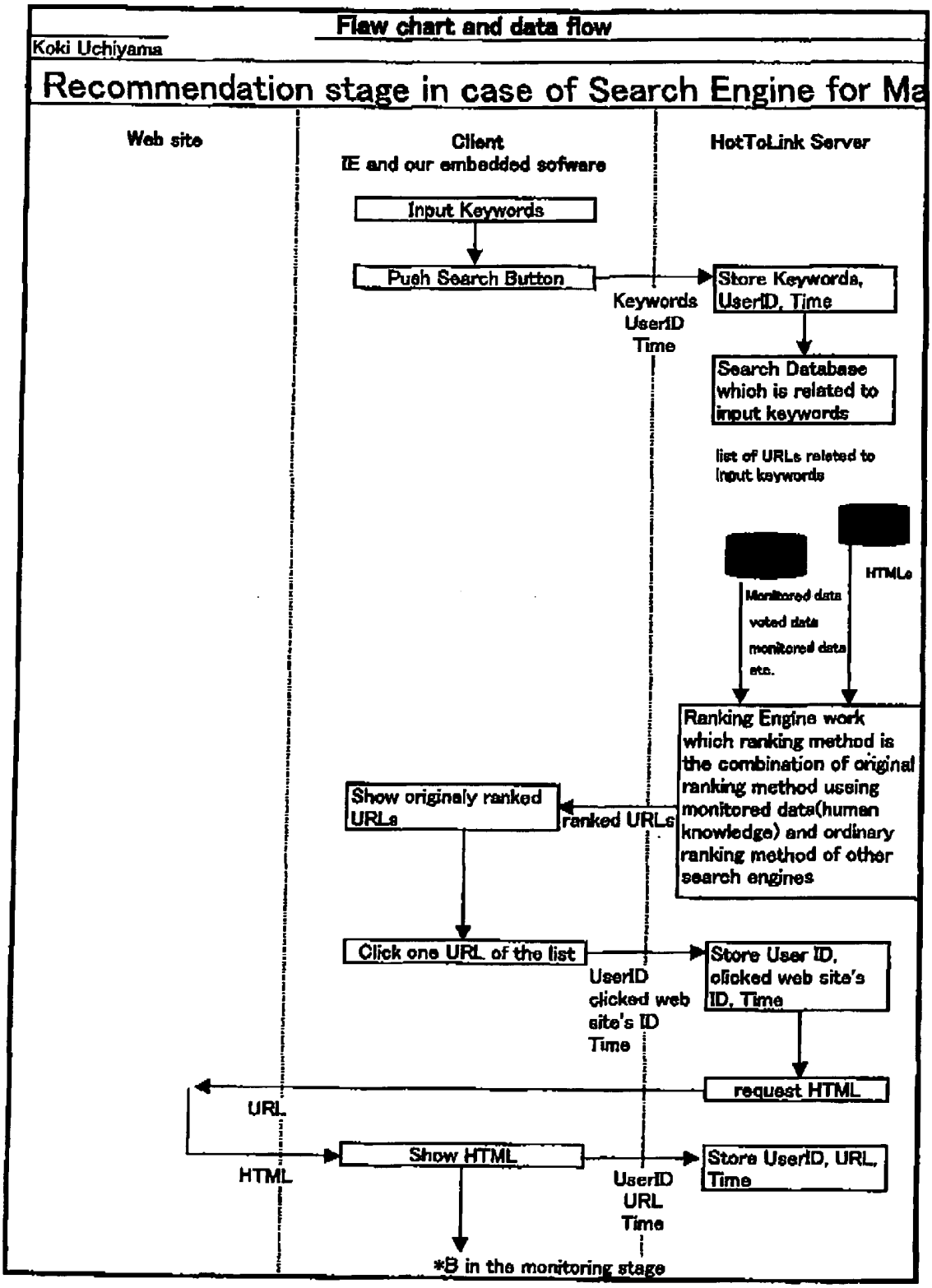

Flow chart and data flow
Koki Uchiyama
Launch and Log-in stage
Web site
Client
IE and our embodded sofware
HotToLink Server
User start IE
IE check registry
IE find our software in the registry
IE launch our software
IE and Our software are launched
Our software check userID in the registry. If there not, show dialog for user to input UserID and
UserID
Paseword
Time
Check validity of UserID
store UserID and Time



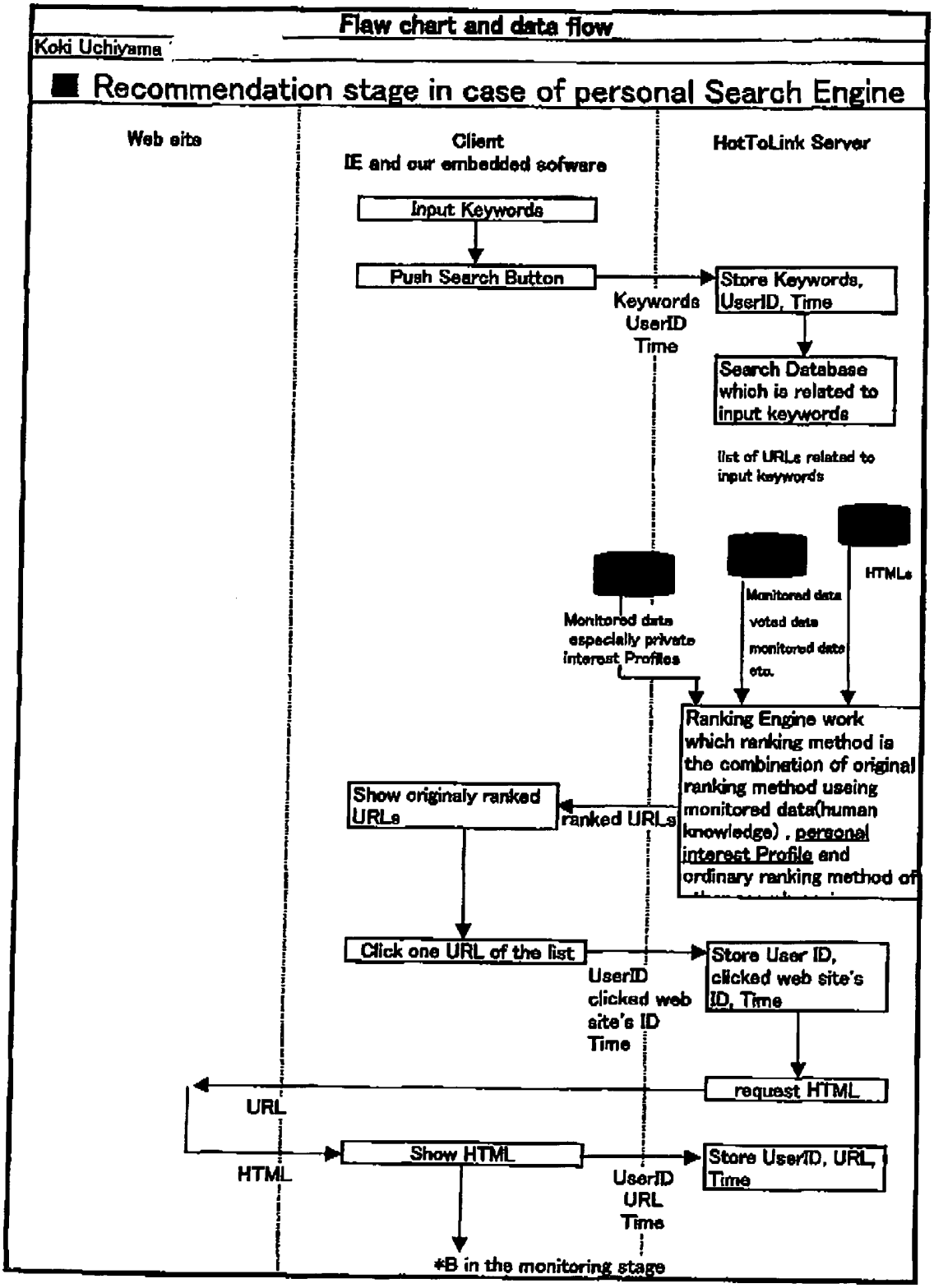
software flow chart.xlsMonitor,Recomm, repetition2



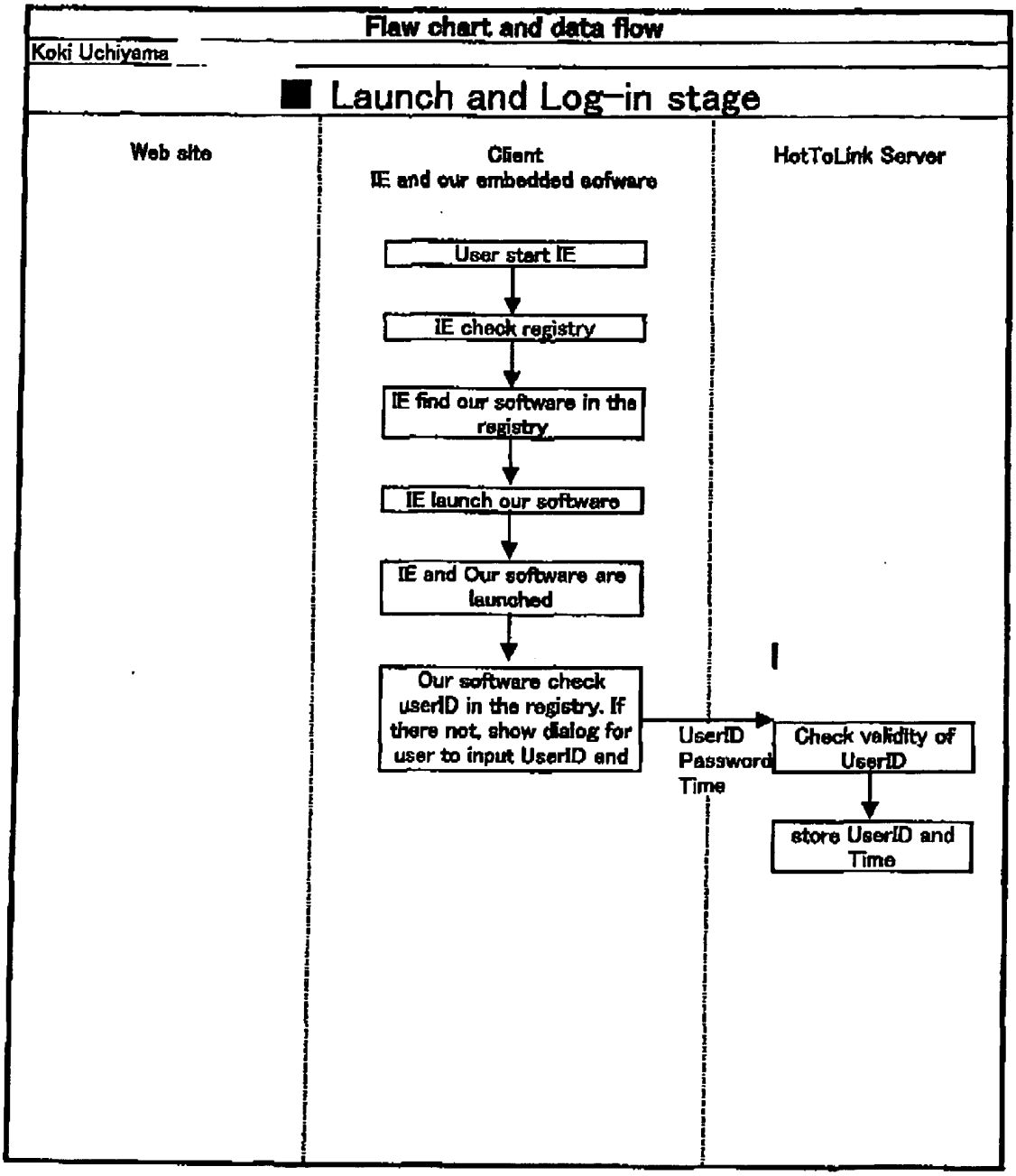
software flow chart.xlsMonitor,Recomm. repetition3



software flow chart.xlsRecommendation(Search Engine 1)4



software flow chart.xlsRecommendation(Search Engine 2)5



software flow chart.xlsdefault6

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